

## ORDER



KLAS

Orders	Order / Rev:	37481
	Alt Order #:	08876870
	Product Desc:	ROMNEY/P/R
	Estimate:	444
	Flight Dates:	10/03/12 - 10/09/12
	Original Date / Rev:	10/02/12 / 10/10/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	American Rambler Production
	Buying Contact:	
	Billing Contact:	
		138 Conant St.
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney, Mitt / R-Pres
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV3
	Revenue Codes:	AGY, POL, CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	70	\$98,645.00	\$83,848.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	70	\$98,645.00	\$83,848.25	0.00
<b>Totals</b>	70	\$98,645.00	\$83,848.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

### Order Share

KLAS	30%	\$98,645.00
Market	100%	\$328,816.67

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$82,204.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,440.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

[illegible]

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NOW 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		1		\$965.00	0.00					
E 3	8	10/03/12	10/05/12	CBS This Morning 7-9a CM		7-9a --WTF--	:30	3	\$200.00	LV2	0.00	NM	3	\$600.00
				CBS This Morning										
EARLY SHOW CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--		3		\$200.00	0.00					
E 4	8	10/08/12	10/09/12	CBS This Morning 7-9a CM		7-9a MT-----	:30	2	\$700.00	LV1	0.00	NM	2	\$1,400.00
				CBS This Morning										
EARLY SHOW CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2		\$700.00	0.00					
E 5	8	10/08/12	10/09/12	Live w/Kelly CM		9-10a MT-----	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
				Live w/Kelly										
LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2		\$300.00	0.00					
E 6	8	10/03/12	10/05/12	Live w/Kelly CM		9-10a --WTF--	:30	2	\$1,050.00	LV1	0.00	NM	2	\$2,100.00
				Live w/Kelly										
LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--		2		\$1,050.00	0.00					
E 7	8	10/03/12	10/05/12	Price Is Right CM		10-11a --WTF--	:30	2	\$1,575.00	LV1	0.00	NM	2	\$3,150.00
				Price Is Right										
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--		2		\$1,575.00	0.00					
E 8	8	10/08/12	10/09/12	Price Is Right CM		10-11a MT-----	:30	2	\$1,575.00	LV1	0.00	NM	2	\$3,150.00
				Price Is Right										
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2		\$1,575.00	0.00					
E 9	8	10/08/12	10/09/12	8 News Now Noon M-F CM		12-1230p MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
				8 News Now Noon M-F										
8 NOW NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2		\$325.00	0.00					
E 10	8	10/03/12	10/05/12	8 News Now Noon M-F CM		12-1230p --WTF--	:30	1	\$1,140.00	LV1	0.00	NM	1	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/03/12	10/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	:30	2	\$1,575.00	LV1	0.00	NM	2	\$3,150.00
8 NOW 4PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$1,575.00		0.00			
E 15	8	10/03/12	10/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p (4:30 PM-5:00 PM)	:30	2	\$1,750.00	LV1	0.00	NM	2	\$3,500.00
8 NOW 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$1,750.00		0.00			
E 16	8	10/08/12	10/09/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p (4:30 PM-5:00 PM)	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00
8 NOW 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$400.00		0.00			
E 17	8	10/08/12	10/09/12	630-7p Inside Edition Inside Edition	CM	630-7p (4:30 PM-5:00 PM)	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$1,400.00		0.00			
E 18	8	10/03/12	10/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p (4:30 PM-5:00 PM)	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$1,225.00		0.00			
E 19	8	10/08/12	10/09/12	7-8p Rotator 7-8p Rotator	CM	7-8p (4:30 PM-5:00 PM)	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$1,225.00		0.00			
E 20	8	10/03/12	10/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p (4:30 PM-5:00 PM)	:30	3	\$2,100.00	LV1	0.00	NM	3	\$6,300.00
8 NOW 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$2,100.00		0.00			
E 21	8	10/08/12	10/09/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p (4:30 PM-5:00 PM)	:30	2	\$500.00	LV3	0.00	NM	2	\$1,000.00
8 NOW 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$500.00		0.00			
E 22	8	10/03/12	10/05/12	Letterman Letterman	CM	1135p-1237a (4:30 PM-5:00 PM)	:30	2	\$965.00	LV1	0.00	NM	2	\$1,930.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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CSI NY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,200.00		0.00			
E 26	8	10/05/12	10/05/12	Fri 9-10p Made In Jersey	CM	9-10p ----F--	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00
CSI NY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$5,500.00		0.00			
E 27	8	10/05/12	10/05/12	Fri 10-11p Blue Bloods	CM	10-11p ----F--	:30	1	\$5,600.00	LV1	0.00	NM	1	\$5,600.00
BLUE BLOODS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$5,600.00		0.00			
E 28	8	10/06/12	10/06/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
NEWS ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$225.00		0.00			
E 29	8	10/06/12	10/06/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various (5:30 PM-6:00 PM) -----S-	:30	1	\$250.00	LV3	0.00	NM	1	\$250.00
POLITICS NOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$250.00		0.00			
E 30	8	10/06/12	10/06/12	Sat 10-11p 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
48 HR MYSTERY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$900.00		0.00			
E 31	8	10/06/12	10/06/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$335.00		0.00			
E 32	8	10/07/12	10/07/12	8 News Now Sun AM #1 8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	1	\$135.00	LV3	0.00	NM	1	\$135.00
8 NOW SU MR1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$135.00		0.00			
E 33	8	10/07/12	10/07/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn-----S	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
SUNDAY MRN CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,225.00		0.00			
E 34	8	10/07/12	10/07/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A								

